

*File copy*  
7/7/52

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1952

january

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february

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december

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 7, 1952</u>			
Monday July 7 12:00 Noon Luncheon	PRESS & TRADE PREVIEW OF FALL MILLINERY L. & B. Karo will invite the press and trade to a preview of the Fall hat collection. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Monday July 7 2:30 P.M. Dessert	FALL MILLINERY AT PRESS PREVIEW Walter Florell will present his Fall millinery at a dessert party for the press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 7 4:00 P.M.	PRESS PREVIEW OF FALL MILLINERY Jack McConnell will invite the press to a preview of Fall millinery in his new salon. By invitation only. Contact: JU. 6-1527.	JACK McCONNELL	36 WEST 57TH STREET SALON
July 7	REPUBLICAN POLITICAL CONVENTION IN CHICAGO (Week of July 7).		
Tuesday July 8 8:30 A.M. Breakfast	FALL MILLINERY BREAKFAST FORUM Annual forum of the MMEA, with experts discussing millinery trends. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA ASTOR GALLERY
Tuesday July 8 12:00 Noon Luncheon	FALL FABRICS AT PRESS PREVIEW Press preview of Fall fashions by leading designers in John Walther fabrics. By invitation only. Publicity: Elena Turner, JU. 6-0143.	JOHN WALTHER	HAMPSHIRE HOUSE THE COTTAGE
Tuesday July 8 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER Milliners include: Anita Andra; Beatrice-Martin; Braagaard; Hattie Carnegie; Chanda; Bernice Charles; Lilly Dache; Emme; Peg Fischer; Walter Florell; Gladys & Belle; Harryson Hats; Mago Hayes; G. Howard Hodge; Mr. John; John Fredericks; Edgar J. Lorie; Lydia; Milgrim; Germaine Montabert; Laddie Northridge; Jeanne Tete; Sally Victor; and Vogue Hats. Also, Alfreda; Ambrose Hat Co.; Bernclaire Hats; Brandt Millinery Co.; Chesterfield Hat Corp.; Joe Cohn Hats; Elizabeth Hat Co.; Oscar Friedman, Inc.; Harry Furst Co.; Gardner Hats; B.J. Goldenberg; Harry Hikand; George Lesser; Luxor Hat Co.; Walter K. Marks; Frances & Walter Nelkin; O'Connell Hat Corp.; Morris Schachter & Co.; Eugene Scherman; Schwartz & Rosenfeld Hats; William Silverman; Wilshire Hat Co.; Woodmere Hats by Herbert Bentley; and Bernard Workman. Junior hats include: Greenberg-Fisch; "Little Lady" by Harry Sperling; and Playtoppers by Salfair. Showing at 9:00 P.M. Dinner and show: \$20.00; Mezzanine, show only: \$10.00. Contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 9 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Preview for N.Y. press of Fall millinery fashions by Laddie Northridge. By invitation. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	HOTEL PIERRE ROOF
Wednesday July 9 11:00 A.M.	FALL COLLECTION AT PRESS PREVIEW The press will be invited to a preview of John Frederics collection of millinery for Fall. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Wednesday July 9 1:00 P.M. Luncheon	FALL MILLINERY AT PRESS PREVIEW "Variations On A Theme" - Emme will present her Fall millinery collection to the press and trade at a luncheon preview. By invitation only. ( <u>Note Change of Place</u> ). Publicity: Mildred Kaldor, MU. 9-5420.	EMME	HOTEL ST. MORITZ SKY GARDENS
Wednesday July 9 4:00 P.M. Cocktails	FALL MILLINERY AT PRESS PREVIEW The press will be invited to a cocktail preview of Christian Dior-New York Fall millinery collection, designed by Christian Dior in Paris. Attendance by invitation. Contact: Mme. Jeanne Rousseau, PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Braagaard's collection of Fall millinery will be presented to the press. By invitation only. Contact: PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Thursday July 10 12:00 Noon Luncheon	PRESS & TRADE PREVIEW OF FALL MILLINERY Box luncheon and preview for the press and trade of the Fall millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	GLADYS & BELLE	20 WEST 57TH STREET SALON
Thursday July 10 2:30 P.M.	FALL MILLINERY AT PRESS & TRADE PREVIEW First Fall millinery collection by Eleanor Fournoy at preview for press and trade. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	ELEANOR FLOURNOY	STORK CLUB 3 EAST 53RD STREET
Thursday July 10 4:00 P.M.	FALL MILLINERY AT PREVIEW FOR PRESS Preview of Beatrice-Martin's Fall millinery. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	16 WEST 57TH STREET SALON
Saturday July 12- July 20	"TEXAS WEEK ON THE FRENCH RIVIERA" Texas manufacturers of sportswear, lingerie, millinery and accessories will participate in a series of fashion shows, presenting Texas styles and way-of-life at Casinos on the French Riviera. <u>Schedule of events:</u> <u>Sat., July 12</u> , "Night of French Elegance"--Cannes; <u>Sun., July 13</u> , "The Great Night of Texas" -- Nice; and a nautical rodeo -- Palm Beach swimming pool, Cannes; <u>Tues., July 15</u> , folklore festival -- Monte Carlo; <u>Thurs., July 17</u> , garden party in Parc des Colombieres -- Menton; <u>Sat., July 19</u> , "Night Party In Texas" -- Beaulieu; also, <u>Sun., July 20</u> , "A Costume Night Gala" -- Grasse. Contact: Leon A. Harris, Jr., A. Harris & Co., Dallas, Texas.	FRENCH GOV'T & TEXAS MANUFACTURERS	FRENCH RIVIERA



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 13	FALL MILLINERY OPENINGS IN CHICAGO The Millinery Guild of Chicago will present their Fall hats. Contact: Mathew S. Gieres, secretary-treasurer, Millinery Guild of Chicago, Inc., Chicago, Ill.	MILLINERY GUILD OF CHICAGO, INC.	SHOWROOM
Sunday July 13- July 17	FALL SPORTSWEAR TRADE SHOW Over 78 manufacturers will present Fall blouses, skirts, separates and active and spectator sportswear at the first exclusive all-sportswear trade show in New York. Director and Publ.: Arthur Tarshis, TR. 3-7128.	THE SPORTSWEAR SALESMEN'S ASSOCIATION	HOTEL McALPIN 8TH FLOOR
Monday July 14 12:30 P.M. Luncheon	FASHION SHOW AND MILLINERY CLINIC Luncheon fashion show and merchandise clinic, presenting Fall millinery trends. Coordinator and Commentator: Maud G. Moody. By invitation only. Contact: Miana Ambush, MU. 3-7873.	ROSENTHAL & ACKERMAN	BILTMORE HOTEL MUSIC ROOM-4TH FLOOR
Tuesday July 15 9:00 A.M.- 12:00 Noon Breakfast	PRESS PREVIEW OF CHRISTMAS GIFTS The House of Gourielli will present a preview of its Christmas line of gifts and toiletries. For magazine, trade and syndicate press, by invitation. Publicity: Patrick O'Higgins, or Mildred Sullivan, PL. 3-1200.	HOUSE OF GOURIELLI	16 EAST 55TH STREET SALON
Tuesday July 15 10:00 A.M. Coffee	PRESS SHOWING OF "NO BACK WRINKLE" SKIRT Mme. Louise Bruné will invite the press to preview her Fall wholesale collection of daytime and evening fashions, featuring the "no back wrinkle" skirt. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	MME. LOUISE BRUNÉ (WASHINGTON, D. C.)	17 EAST 48TH STREET SHOWROOM
Tuesday July 15 12:30 P.M. Luncheon	COTTON FASHIONS FOR SUMMER AND FALL Altman's will show Summer-into-Fall cotton fashions at a showing for wives of Elks' Convention members. Press invited. Publicity: Ferris Megarity, MU. 9-7000.	B. ALTMAN & CO.	HOTEL COMMODORE GRAND BALLROOM
Tuesday July 15 3:30 P.M.	FALL FUR FASHIONS AT PRESS PREVIEW Arnold Constable's fur fashions for Fall will be previewed at a showing for the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM

Beginning Tuesday July 15	OPENING OF FALL HAT COLLECTIONS IN PARIS July 15: Evelyne Arzan; Jane Blanchot; Janette Colombier; Suzanne Talbot; Rose Valois. July 16: Marie Christiane, July 17: Simone Cange; Maud Et Nano. July 18: Fofu; Emma Pierron; Suzanne Vigneron. July 20: Claude Saint-Cyr. July 22: Legroux Soeurs; Gilbert Orcel; Svend. July 23: Achille; Cecile Billard; Le Monnier. July 25: Albouy, Fournillon; Paulette. July 29: Barthet. Contact: Individual milliners.	PARIS MILLINERY DESIGNERS	PARIS FRANCE
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Wednesday July 16 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING FABRICS Dan River Mills' 1953 dress goods line for Resort and Spring will be presented at a breakfast fashion show for the press. By invitation. Contact: Eloise Ray Francis, BR. 9-7802.	DAN RIVER MILLS, INC.	AMBASSADOR HOTEL TRIANON ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "More Hats -- Ladies", fashion show at the Fashion Group's Millinery Division luncheon. Speaker: Joseph Rabinovich, President of Ogus, Rabinovich and Ogus. Commentator: Maud G. Moody, fashion consultant and co-chairman of Millinery Division (with Esther Lyman of Harper's Bazaar). Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday July 17 5:30 P.M.- 6:30 P.M.	INFORMAL SHOWING OF BRIDAL FASHIONS A & S will present an informal showing of bridal fashions. Publicity: Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	3RD FLOOR BRIDAL SALON
July 21	DEMOCRATIC POLITICAL CONVENTION IN CHICAGO (Week of July 21).		
Tuesday July 22 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Co-Chairmen: Mathilde Taylor and Mini Aleinikoff. (More details later). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Beginning Tuesday July 22	SHOWING OF ITALIAN COUTURE COLLECTIONS Designers include: Antonelli; La Boutique; Cappucci of Rome; Carosa; Gabriellasport; Novera; Noberasko; Schubert; and Vanna and Veneziani of Milan. Sportswear and accessories: Avolio; Camerino; Coppola Toppo; Mirsa; and Veneziani Sport. Roman firms, showing individually, will include: Battilocchi; Fabiani; Ferdinandi; Sorelle Fontana; Gabriellasport; Schubert; and Simonetta Visconti. Contact: Signor G.B. Giorgini, Florence.	LEADING ITALIAN DESIGNERS	FLORENCE & ROME, ITALY

#### COLLEGE SHOP OPENINGS AND SHOWINGS

Wednesday July 23	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.	3RD FL., B'WAY BLDG.
Thursday July 31 10:00 A.M. Breakfast	LORD & TAYLOR Breakfast preview of Lord & Taylor's college fashions. By invitation only. <u>Continuous informal showings for the public</u> beginning Monday, August 4 through August 8, 11:00 A.M. to 4:00 P.M., 5th floor College Shop. Publicity: Gloria Carr, WI. 7-3300, Ext. 330.	5TH FLOOR, BIRD CAGE
Friday August 1	B. ALTMAN & CO. Publicity: Ferris Megarity, MU. 9-7000.	3RD FLOOR
Monday August 4 2:30 P.M.	ARNOLD CONSTABLE College fashions will be shown to the press at Arnold Constable. By invitation only. <u>Suburban store showings</u> : Tues., Aug. 5 at 2:30 P.M. in New Rochelle, N.Y. and Hackensack, N.J.; Wed., Aug. 6 at 2:30 P.M. in Hempstead, L.I. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Tuesday August 5 2:30 P.M.	RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. By invitation. Publicity: Florence Lord, WI. 7-1900.	7TH FLOOR

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

## COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Wednesday	PECK & PECK	260 FOURTH AVENUE
August 6	Private press showing during breakfast of Peck & Peck's college fashions.	
9:30 A.M.	By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	
Thursday	ABRAHAM & STRAUS	8TH FLOOR
August 7	Showing of back-to-college fashions in the Special Events Center. Publ.:	
6:00 P.M.	Frances Bemis or Susan Trowbridge, Feature Events Dept., TR. 5-7200.	
Tuesday	SAKS FIFTH AVENUE	SAVOY PLAZA, 11TH FL.
August 12	College fashions for 1952-1953 will be presented by Saks Fifth Avenue at	
11:00 A.M.	Savoy Plaza Hotel, Le Chateau. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	
Friday	BLOOMINGDALE'S	3RD FLOOR
August 15	Publicity: Margaret de Mille, EL. 5-5900.	
Wednesday	L. BAMBERGER & CO. (NEWARK)	3RD FLOOR
August 27	Bamberger will present an informal showing of college fashions.	
2:30 P.M.	Publicity: John von Arnold, Market 2-1212.	

Beginning	SCHEDULE OF LONDON	INCORPORATED SOCIETY OF	36 BRUTON PLACE
Friday	COUTURE PREVIEWS	LONDON FASHION DESIGNERS	LONDON W-1, ENGLAND
July 25	<u>Friday, July 25:</u> John Cavanagh; Norman Hartnell; Worth (London) Ltd. <u>Monday, July 28:</u> Lachasse; Digby Morton; Peter Russell; Michael Sherard. <u>Tuesday, July 29:</u> Hardy Amies; Charles Creed; Mattli; Victor Stiebel. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.		

Beginning	TENTATIVE SCHEDULE: PARIS	CHAMBRE SYNDICALE DE	PARIS,
Wednesday	AUTUMN-WINTER COLLECTIONS	LA COUTURE PARISIENNE	FRANCE
July 30	<u>July 30:</u> BOREA, BRUYERE, FATH, LANVIN, O'ROSSEN, PATTON, SCHIAPARELLI. <u>July 31:</u> BALMAIN, CARVEN, M. DE RAUCH, GERMAINE LECOMTE, MAGGY ROUFF, LOLA PRUSAC. <u>Aug. 1:</u> ANNY BLATT, GIVENCHY, MANGUIN, PAQUIN, HENRY A LA PENSEE, RICCI, M. VRAMANT. <u>Aug. 2:</u> DIOR, GRES, GRIFFE, S. KOGAN, MONTAIGNE, RAPHAEL. <u>Aug. 4:</u> CALIXTE, DESSES, LAFAURIE, WORTH. <u>Aug. 5:</u> BALENCIAGA, PATOU. <u>Aug. 6:</u> CLARENCE, RENAL. <u>Aug. 7:</u> BAILLIE, CARPENTIER, MAGUY, NOVAK. <u>Aug. 8:</u> ANDRELOU, BOURGADE, CREED, WOLBER. <u>Aug. 11:</u> RENEE LISE. <u>Aug. 12:</u> MARCELLE CHAUMONT. <u>Aug. 19:</u> COSTES, GENEVIEVE OROSSEN. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		

July 31 LORD & TAYLOR'S COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 4).

Monday	SHOWING OF FASHIONS	B. ALTMAN & CO.	2ND FLOOR
August 4	FROM "SEVENTEEN"		TEEN-AGE DEPT.
12:00 Noon;	"Story Book Look" -- Altman's will present fashions from "Seventeen"		
2:00 P.M.	Magazine's August issue. Press invited. Open to public. Publicity: Ferris Megarity, MU. 9-7000.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 4	ARNOLD CONSTABLE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 4).		
August 5	RUSSEKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 4).		
August 6	PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 5).		
August 7	ABRAHAM & STRAUS' COLLEGE FASHION SHOW AT 6:00 P.M. (See Page 5).		
Sunday	FORTY-SEVENTH ANNUAL	AMERICAN NATIONAL	WALDORF-ASTORIA
August 10-	JEWELRY TRADE SHOW	RETAIL JEWELERS ASS'N	
August 14	Contact: 551 Fifth Avenue, MU. 2-2764.		
August 12	SAKS FIFTH AVENUE'S COLLEGE FASHION SHOW AT 11:00 A.M. (See Page 5).		
Thursday	PRESS PREVIEW OF	ROSETTE PENNINGTON	20 EAST 56TH STREET
August 14	BRIDAL FASHIONS		BRIDES SHOP
11:00 A.M.	Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Margot Stratton, LA. 4-2688.		
Thursday	SHOWING OF FASHIONS	BONWIT TELLER	8TH FLOOR
August 14	FROM "CHARM" MAGAZINE		
5:45 P.M.	Bonwit Teller will present a showing of fashions from "Charm" Magazine's August issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.		
Beginning	OPENING OF SPANISH	SPANISH FESTIVAL	MADRID
Monday	COUTURE COLLECTIONS	OF FASHION	SPAIN
August 18-	Goetsch & Co. and the High Couture Cooperative of Spain will present the		
August 21	Fashion Festival of Spain, showing couturier collections by Bastida, El Dique Flotante, Pertegaz, Rodriguez and Santa Eulalia. Contact: Robert Dunev, Goetsch y Cia, Serrano, 14, Madrid; or Rosemary Sheehan, CI. 7-8060.		
August 19	PRIMARY DAY IN NEW YORK (Tuesday).		
Wednesday	PRESS PREVIEW: BRIDAL	JAY THORPE	24 WEST 57TH STREET
August 20	GOWNS BY MME. ORO		5TH FL. BRIDAL SALON
2:30 P.M.	Custom bridal gowns, designed by Mme. Oro, will be presented by Jay Thorpe. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.		
Wednesday	PREVIEW: FASHIONS BY	COHAMA FABRICS	HOTEL PLAZA
August 20	EUROPEAN COUTURIERS		PERSIAN ROOM
3:30 P.M.	Presentation to the press of a collection of fashions designed by leading Italian, French and Spanish Couturiers in Cohama fabrics. Showing at 4:00 P.M. By invitation only. Contact: Margot McAuliffe, LO. 4-6000.		
Wednesday	PREVIEW OF RESORT	SILK AND RAYON	SAVOY PLAZA HOTEL
August 20	AND SPRING PRINTS	PRINT INSTITUTE	BALLROOM SUITE
4:00 P.M.-	The Silk and Rayon Print Institute will present their preview of Resort		
7:00 P.M.	and Spring prints at a cocktail party. By invitation only. Publicity:		
Cocktails	Kay Martin, LO. 5-2140.		
Thursday	FASHION SHOWING OF	BONWIT TELLER	8TH FLOOR
August 21	"GLAMOUR" FASHIONS		
5:45 P.M.	Bonwit Teller will present fashions from "Glamour" Magazine's September issue. Open to public. Publicity: Nancy Talbert, EL. 5-6800.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 27	L. BAMBERGER'S COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 5).		
Wednesday August 27 8:30 P.M.	PREVIEW OF ITALIAN DESIGNER COLLECTION Russeks will invite the press to a showing of Fall fashions, designed by Italian couturier, Fabiani. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 1	LABOR DAY (Legal Holiday -- Monday).		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday Sept. 3	<u>HATTIE CARNEGIE</u> At 11:00 A.M.	42 EAST 49TH ST. (Also showing French Import Collection.)	PUBL.: SIDNEY WINTERS	PL. 5-2600
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 4	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVENUE (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Monday Sept. 8	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE	CI. 7-7200
Monday Sept. 8	<u>HENRI BENDEL</u> At 2:30 P.M.	10 WEST 57TH ST. (Also showing French Import Collection.)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday Sept. 10	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171

Thursday Sept. 4 12:30 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions from Elfreda-Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Publicity: Elfreda-Fox -- Gladys Steiner, MU. 9-1630; Bonwit Teller -- Nancy Talbert, EL. 5-6800; Jay Thorpe -- Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
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Thursday Sept. 4 5:45 P.M.	FASHIONS FROM "CHARM'S" SEPTEMBER ISSUE Fashions from "Charm" Magazine's September issue will be presented by Bonwit Teller. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
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Thursday Sept. 4- Sept. 5	FORTY-FIRST SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1953, from about 90 tanning firms will be on display at 41st Semi-Annual Leather Show. Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
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Friday Sept. 5 11:00 A.M.; 2:30 P.M.	READY-TO-WEAR FASHIONS FOR FALL Jay Thorpe will present Fall ready-to-wear from leading designers at an informal show for the press. <u>Showing for customers at 2:30 P.M.</u> By invitation. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8 4:30 P.M. Cocktails	PRESS PREVIEW: FALL CUSTOM-ORDER COLLECTION The Fall custom-order collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers</u> , Tuesday Sept. 9 at 2:30 P.M. Publicity: Margaret Troop, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 10 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present a collection of Howard Greer of California fashions for Fall. By invitation only. <u>Showing to customers</u> at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR SALON
Wednesday Sept. 10 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented at a luncheon for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Sept. 10 12:30 P.M. Luncheon	HARVEY BERIN FALL COLLECTION Bonwit Teller will present Harvey Berin's Fall dress collection during luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Harvey Berin Contact: PE. 6-0206. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Sept. 11 5:45 P.M.	FALL FASHIONS FROM "MADEMOISELLE" Bonwit Teller will show fashions from "Mademoiselle" Magazine's September issue. Press invited. Open to public. Publ.: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	8TH FLOOR
Monday Sept. 15 11:00 A.M.	IRENE OF HOLLYWOOD FALL COLLECTION Irene of Hollywood Fall collection will be shown to the press by Jay Thorpe. By invitation only. <u>Showing to customers</u> at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	3RD FLOOR
Wednesday Sept. 17 10:30 A.M.	PRESS PREVIEW OF ADRIAN COLLECTION Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH STREET SALON
Wednesday Sept. 17 3:30 P.M. Cocktails	PREVIEW OF SWIMSUITS-- 1953 SEAMOLDS Flexees, Inc. will present their 1953 SeaMolds swimsuit collection at a cocktail party for the press. By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Friday Sept. 19 12:30 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Doris Richon, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA STARLIGHT ROOF



# MOVIES...MUSIC...TELEVISION...THEATRE

Monday  
July 7 PREMIERE: "THREE SINNERS" (Movie) LITTLE CARNEGIE, 144 WEST 57TH ST.  
Arthur Sachson Enterprises releases French film about three brothers,  
who have sinned in their own ways and the influence they have on their  
family relations. Starring: Ferendel. Producer: Walter Rupp. Director:  
Richard Pottier. Arthur Sachson Enterprises Contact: BR. 9-5063.

Week  
Of  
July 7 THIRD WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
Monday, July 7: Isaac Stern, Sibelius' Violin Concerto in D. Minor.  
Tuesday, July 8: Pictures at an Exhibition - Moussorgsky-Ravel.  
Wednesday, July 9: Stella Andersen, Piano Concerto in A Minor by Grieg.  
Thursday, July 10: Yehudi Menuhin, Beethoven's Violin Concerto in D Major.  
Saturday, July 12: Kern-Hammerstein Night, featuring "Show Boat".  
Price: 30¢ to \$1.20. Publicity: Alix Williamson, CI. 6-4462.

Wednesday  
July 9 PREMIERE: "SHE'S WORKING HER WAY THROUGH COLLEGE" (Movie), PARAMOUNT, W. 43RD  
Technicolor comedy musical about a burlesque queen who goes to college,  
released by Warner Bros., starring Virginia Mayo, Ronald Reagan, Gene  
Nelson, and Don DeFore. Producer: William Jacobs. Director: Bruce  
Humberstone. Costumes: Travilla and Marjorie Best. Publicity: Eve  
Siegel, CI. 6-1000.

Thursday  
July 10 TELEVISION: KATHI NORRIS PROGRAM WABD, CHANNEL 5  
Subject of Coty film this week will be "How Face Creams Are Made", and  
11:00 A.M.- will be presented by Betty Spare of Coty. Kathi Norris Publicity:  
12:00 Noon Babs Doniger, PL. 3-1742.

Friday  
July 11 PREMIERE: "WE'RE NOT MARRIED" (Movie) ROXY THEATRE, 7TH AVE. & 50TH  
Marilyn Monroe, Ginger Rogers, Zsa Zsa Gabor, Fred Allen, David Wayne,  
Paul Douglas and Victor Moore will star in Twentieth Century-Fox comedy  
about an unlicensed Justice of the Peace. Producer: Nunnally Johnson.  
Director: Edmund Goulding. Wardrobe: Charles Le Maire. Publicity:  
Elizabeth Eisenhart, CO. 5-3320.

Wednesday  
July 16 PREMIERE: "CARRIE" (Movie) CAPITOL THEATRE, B'WAY & 51ST  
Paramount Pictures adaptation of Theodore Dreiser's novel, starring  
Jennifer Jones and Laurence Olivier. Producer and Director: William  
Wyler. Costumes: Edith Head. Paramount Publicity: Maria Van Slyke,  
BR. 9-8700. Capitol Theatre Publicity: Paula Gould, JU. 2-2000.

Friday  
July 25 PREMIERE: "HIGH NOON" (Movie) MAYFAIR THEATRE, 7TH AV. & 47TH  
Gary Cooper stars in Stanley Kramer's first western film production,  
released through United Artists; the story of 86 minutes in a frontier  
marshal's life and his effort to save his town, life and self-respect.  
Director: Fred Zinnemann. United Artists Publicity: Tess Michaels,  
CI. 5-6000.

Thursday  
August 7 PREMIERE: "IVANHOE" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
MGM will present the Technicolor film of Sir Walter Scott's famous book,  
starring Robert Taylor, Elizabeth Taylor, Joan Fontaine and George Sanders.  
Producer: Pandro S. Berman. Director: Richard Thorpe. Costumes: Roger  
Furse. (Tentative premiere date is set for August 7). MGM Publicity:  
Herbert Crooker or Frances Lane, JU. 2-2000. Radio City Music Hall  
Publicity: Fred Lynch, CI. 6-4600.